

HOW BEAUTIFUL UPON THE MOUNTAINS



ABRAM HATCH

Successful merchant and business leader

on Fourth North. Continuing success found him moving to a Main Street location which is now occupied by the Hi-Way Motel.

The store became commonly known as "Mark's Store." Mr. Jeffs promoted the use of his own medium of exchange. He made coins of tin in various denominations which he exchanged for the hay, grain, eggs or any other produce that customers brought in. (One side of the coin bore the inscription, "Mark Jeffs, October, 1897, Heber, Utah." On the other side was inscribed "Good for (the value of the coin) in merchandise." Similar coins or "scrip" as it became known was also used later at the Heber Mercantile Company.

In 1903 Mr. Jeffs was called as a missionary for the Church to England. He left Joseph A. Rasband in charge of the store and his other business interests. When he returned from England, Mr. Jeffs sold the store in a newly organized company known as the Heber Mercantile Company. He retained half interest in the new business and acted as manager for a short time and then president of the company. The new venture had a capital stock of \$15,000 when it was formed.

A new building was constructed to house the Heber Merc. and



